



An AXA Financial Company

513-686-2000
Fax: 513-686-2270
www.usfli.com

10290 Alliance Road
P.O. Box 429560
Cincinnati, Ohio 45242

March 16, 2007

★ ANNOUNCEMENT ★

Re: Increase in Cost of Insurance (COI) Rates for Valu 2, Nova UL and SuperNova UL Products

Dear General Agent:

The Valu 2, Nova and SuperNova Universal Life products from U.S. Financial Life Insurance Co. are flexible factor products that allow for a change in the Cost of Insurance (COI) rates. Recent mortality trend analysis indicates the expected mortality for these products will exceed pricing assumptions for all underwriting classes. Effective April 1, 2007, COI rates for these products will increase, but not above the policy maximum.

This increase will have some impact on the policy owners. The older age clients with minimum funding to date may have to pay an increase in premium to maintain coverage. For policy holders who have adequately funded their policies, the COI increase may require some fine-tuning of premiums in order to maintain expected cash value targets. The death benefit guarantee of properly funded SuperNova will not be negatively impacted by the increase.

The Valu 2, Nova and SuperNova changes to the COI rates will take place on each policy's next anniversary following March 31, 2007.

Policy holder letters will be mailed approximately 30 days prior to each policy anniversary to announce the changed COI rates on these products. Servicing agents on these policies, and the general agencies, will receive copies as well.

Nova UL and SuperNova UL illustration software reflecting the new COI tables will be available for download from the U.S. Financial Life web site (www.usfli.com) as of March 16, 2007. CD versions of the software may be ordered from Supply as of March 23, 2007. Valu 2 illustration capability will be available starting March 30. Valu 2 illustrations will be available exclusively through Policy Owner Services at U.S. Financial Life.

If you have any questions regarding these policies, please contact our Policy Owner Services Department at 1-800-959-3894.

Sincerely,

U.S. Financial Life Insurance Company

Enclosures



An AXA Financial Company

513-686-2000
Fax: 513-686-2270
www.usfli.com

10290 Alliance Road
P.O. Box 429560
Cincinnati, Ohio 45242

SAMPLE

Insured:

Re: Increase in Cost of Insurance (COI) Rates Effective Next Policy Anniversary for Nova UL and SuperNova UL, policy form series UL 500

Dear Policy Owner:

Your Nova series Universal Life policy from U.S. Financial Life Insurance Co. is a flexible factor product that allows for a change in the Cost of Insurance (COI) rates.

Recent mortality trend analysis indicates the expected mortality for this product will exceed pricing assumptions, and it is necessary to increase the COI rates.

This COI increase will require some fine-tuning of premiums in order to maintain expected cash value targets. You may find it desirable to increase your premium payment to preserve the protection you have purchased. We encourage you to discuss this with your U.S. Financial Life Insurance agent. Or, if you prefer, please call our Policy Owner Services Department at 1-800-959-3894.

The changes in the COI rates will take place on your policy's next anniversary. Further information will be provided with your Annual Statement.

Sincerely,

Policy Owner Services Department
U.S. Financial Life Insurance Company

c:
file